

Community Satisfaction Analysis of the Implementation of Semen Gresik Rembang Factory's CSR

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Abstract Corporate Social Responsibility (CSR) is a form of corporate responsibility to the surrounding environment that the company must carry out to minimize environmental damage as a result of the establishment of the industry. This research wants to see the benefits of the program based on the results of community satisfaction assessment with quantitative and qualitative methods to determine the success of CSR program implementation. Public satisfaction with the implementation of the CSR program implemented by Semen Gresik Rembang Factory is directly proportional to the benefits obtained by the community. The success of the program is not only judged by the number of activities carried out, but also by the level of community satisfaction with the program and community participation in the program to support the improvement of the quality of human resources. Community capacity building is carried out through community empowerment programs to support sustainable development, which is an obligation in development in the world. The development and usefulness of activity programs need to be developed and expanded by beneficiaries to be able to solve problems that exist in the social, economic, and environmental spheres that are more effective and have a broader impact. The development and usefulness of activity programs need to be developed and expanded by beneficiaries to be able to solve problems that exist in the social, economic, and environmental spheres that are more effective and have a broader impact. The increase in community involvement also needs to be carried out not only in the process of identification, socialization, implementation, and monitoring of evaluation, but further participation until the community is able and participates in sharing more roles in the implementation of Corporate Social Responsibility activities carried out by Semen Gresik Rembang Factory.

1. INTRODUCTION

The development direction of Semen Gresik is always oriented towards profit growth and the development of a clean and healthy environment. Production activities that naturally take place have an impact on the social, economic and cultural aspects that exist around the environment. This can have a positive impact that improves the welfare of the environment around the company but also has a negative

that leads to the emergence of conflicts between the company and the surrounding community. This condition occurred at the beginning of the existence of the Semen Gresik Rembang factory, which received a rejection from several sympathizers both internally and externally. This condition would affect the existence and sustainability of the company in the community. Starting from the problem

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issues that were faced by villages around the company consisting of Kadiwono Village, Kajar Village, Pasucen Village, Timbrangan Village, Tegaldowo Village and Ngampel Village, Semen Gresik strives to provide benefits for the community through the implementation of CSR (Corporate Social Responsibility) programs.

CSR is an action or responsibility carried out by companies (Chandler, 2019) as a form of their responsibility to the society/environment (Bachnik et al., 2022; Idowu et al., 2015) around which the company is located. In another sense, the company seeks to be useful and provide value (Idowu et al., 2015) needed (Bachnik et al., 2022) by the community to achieve prosperity (Idowu & Louche, 2011). The implementation of CSR is closely related to sustainable development. Sustainable development is closely related to the Triple Bottom Line concept, which includes three policy matters: economic development, social development, and environmental protection (Elkington, 1997). By referring to the triple bottom line concept in realizing sustainable development, it is necessary to look at three aspects of sustainable development: economic, social, and environmental.

CSR and sustainability are basically a process of moving social, environmental and economic elements (Elkington, 1997). For this reason, it is necessary to involve various elements in the implementation of CSR activities. The implementation of Semen Gresik's CSR is carried out through efforts to increase community capacity in empowerment, known as the Community Development model (Phillips & Pittman, 2009). Community development is a concept that focuses on the process of teaching the community to solve problems and take action. The result of local decision-making for the development of better programs for the welfare of the community (Idowu & Louche, 2011). Based on the concept of community development, the implementation of Semen Gresik's TJSL activities is oriented towards the community's needs and desires, which aims to help the community solve problems and encourage community potential.

Regulation of the Minister of SOEs No. 5 of 2021 requires every State-Owned Enterprise to carry out the Corporate Social Responsibility program by providing benefits for the economic sector, social sector, environmental sector, as well as legal sector and good governance. The implementation of the CSR Program is divided into four main pillars of national implementation, namely, the economic pillar, the legal pillar, the social pillar and the environmental pillar. The economic pillar is to achieve quality economic growth through sustainability of opportunities and businesses, innovation, inclusive industry, adequate infrastructure, affordable clean energy, and supported by partnerships and the legal pillar for the realization of legal certainty and effective, transparent, accountable governance and achieving a country based on law. The social pillar is intended to achieve the fulfillment of basic human rights of fair and equal quality to improve welfare for the entire community. The environmental pillar

aims at sustainable management of natural resources and the environment as a buffer for all life.

Semen Gresik Rembang Factory carries out CSR activities as a form of support from the company to the community in accordance with the rules and environmental and social responsibility set by the government. For companies, the value of community satisfaction affects the planning and budgeting of the next CSR program. For the community, the value of community satisfaction shows the level of usefulness of the program for them and the form of their support and participation in the program made by the company.

1.1 Condition

The community located in the village of ring 1 (one) Semen Gresik Rembang Factory (a village directly adjacent to the Factory) has the cultural characteristics of *cangkrukan* in coffee shops which is one of the cultures that developed in Javanese society. This activity is carried out by gathering fellow residents in front of their houses, on the roadside, and on the stalls. The culture of interaction between residents through these *cangkrukan* communication spaces is a part of the daily life of residents with an age range of young to old. However, this culture developed into a culture filled with negative activities such as drunkenness, gambling, and *kopi pangku*.

The community's economy still depends on agricultural and plantation products with rice and corn commodities. For the Rembang region, the productivity of rice crops only reaches 49.28 quintals per hectare, and the productivity of corn crops only reaches 44.15 quintals per hectare. In comparison, the productivity of corn crops only reaches 44.15 quintals per hectare. The low productivity of agricultural products is one of the reasons for the reluctance of young people to enter the agricultural sector and consider the agricultural sector, animal husbandry and agricultural land and animal husbandry not to produce good economic value for daily fulfilment. People choose to leave their hometowns and migrate to big cities such as Semarang, Jakarta, Surabaya, etc. to work (Badan Pusat Statistik, 2014).

The level of community education is dominated by the level of elementary school education, with an average of more than 50% of the total population in the villages around the company. A low level of education results in the inability of oneself to manage potential and solve problems in the community (Indotama, 2017).

The average health condition collected from health data, the community around the company has a high mortality rate of newborns. This condition is also influenced by the number of early marriages, affecting the quality of health in the family. In addition, it is also caused by the suboptimal information related to the importance of health quality in each individual and family members around the company.

The available supporting infrastructure (infrastructure, facilities, and utilities) does not meet good quality standards. For example, accessibility between villages that are not friendly to users, inadequate sanitation available, limited

availability of clean water for daily needs and difficulty of access to clean water in some villages, as well as limited other needs to support activities carried out by the community.

Based on research in 2019 conducted again by Semen Gresik, Table 1 are compiled social problems in the

community.

1.2 Problem

The results of community satisfaction with the implementation of the activity program were carried out by measuring the perceptions of the relevant community through 14 aspects of assessment consisting of Table 2.

Table 1 . The community's problems in villages around Semen Gresik (Direktorat Pengabdian kepada Masyarakat UGM, 2019)

Range	Problems
Social	The unemployment rate of the community is still high due to the lack of the ability of the community to increase self-capacity and manage natural resources in the village Human Resources (HR) are still limited to managing local potential Lack of communication between the government and society that causes conflict Lack of involvement of vulnerable groups in village development The amount of malnutrition in children (stunting) is high
Economics	People's poverty rate is still high Accessibility of regional infrastructure is still poor The development of BUMDes to manage the village's leading commodities is still low The culture of saving has not become a habit in people's daily lives Village institutions still cannot be fully independent because rural communities still have a high level of dependence
Milieu	Communities have not made optimal use of agricultural land and plantations The provision of clean water for the community on a daily basis is still small The use of yards for local food security for the community is still low Environmentally friendly household waste treatment is still not optimal

Table 2 . The community's problems in villages around Semen Gresik (Rogers, 2014)

Variable	Assessment Aspects
Social	Company Commitment Company Responsiveness
Efficiency	Program Scope Suitability Plan Budget Suitability
Effectiveness	Field Officer Responsibilities The capacity of Field Officers Synergy Between Stakeholders
Impact	Enterprise Acceptability Community Participation Program Relevance Program Benefits
Sustainability	Program Sustainability Aspects of Justice

Table 3 . The level of community participation (Arnstein, 1969)

Ladder of Participation	The Nature of Participation	Sharing of Power
Manipulation	Game	No participation
Therapy	Just so people do not get angry/socializing	Tokenism socialization/ Just a justification to say yes
Notice	Just a one-way notification/informing	
Consultations	Public are heard, but their suggestions are not always followed up.	Levels of powers are in the community
Giving peace of mind	Public suggestions are accepted but not always implemented.	
Partnerships	Reciprocal are negotiated	
Delegation of power	Communities are empowered (part or all of the program)	
People's Control	Fully controlled by the community	

Table 4 . Background characteristics of respondents (Direktorat Pengabdian kepada Masyarakat UGM, 2019) based on Krejcie & Morgan (1970)

Types of Respondents	Percentage	Information
Age Categories		The number of respondents in this study was 355 people based on the rules (Krejcie & Morgan, 1970) *with a confidence level of 95 %
Ages 25-45	71%	
Age > 45 Years	18%	
Categories Education		
Elementary education	19%	
Junior High School Education	25%	
High School Education	45%	
Education D3/S1	11%	
Job Type Categories		
Housewives	30%	
Trade/Services	25%	
Farmers/ranchers	14%	
Village Apparatus	17%	
Private	12%	
Miscellaneous	1%	

To get the level of public satisfaction with Semen Gresik's CSR, in addition to being carried out by taking data with questionnaires, validation was also carried out through in-depth interview activities, observations in the field, documentation of activities carried out by CSR in the forms of program planning documents, reporting of implementation results, and recording activity evaluation results to find out the usefulness of the program in solving problems. The process of collecting data through in-depth interviews was a key informant in each village, so the respondent selection technique used was snowball sampling because it could answer problems specific to respondents that tended to be difficult to determine (Nurdiani, 2014).

The process of implementing activities was carried out in six villages directly adjacent to the Semen Gresik Rembang Factory during a period of six months of activity implementation comprised of three months of data collection and three months of analysis and preparation of studies.

3. RESULT AND DISCUSSION

The increase in value had occurred each year seen

from 14 aspects in the assessment of community satisfaction, along with aspects that were assessed in seeing the public's perception of the satisfaction of implementing the program implemented by CSR Semen Gresik. The indicator of assessment aspects is shown in Table 5. The preparation of the results of the Assessment of Community Satisfaction with the program implemented by the CSR of Semen Gresik Rembang Factory in 2021 are presented in Figure 1.

The programs provided to the community were planned on the needs of the community to increase potential and solve problems in the villages around the company. These efforts were carried out as a form of the company's social and environmental responsibility to the community. Aspirations and input related to social problems experienced by the community were collected through communication forums at the village and sub-district levels by prioritizing deliberation. The results of problem input were also adjusted to the results of studies that had been carried out previously by researchers related to the social conditions of the community around the company, as shown in the Figure 2.

Table 5 . Indicator of assessment aspects (Analysis Results from various literature, 2021)

Assessment Aspects	Indicator
Company Commitment	Clarity of information about the flow of procedures for obtaining assistance and completion of CSR programs
Community Participation	The community is involved in the planning of activities, the implementation of activities (partnerships), and the community is given the opportunity to provide evaluation through forums for discussion
Program Sustainability	Continuity of CSR programs from year to year and experienced an increase in the quality of implementation and can be implemented independently by the community
Suitability Plan	The suitability of the realization or implementation of CSR programs with the schedule that has been planned and socialized
Company Responsiveness	SG speed in dealing with problems that exist in the environment around the company through CSR programs

Continuation of Table 5

Aspects of Justice	Opportunity for all elements of society to submit proposals for CSR programs so that the programs implemented are as needed
Field Officer Responsibilities	SG CSR field officers are fully responsible for assisting the implementation of the program from start to finish properly
The capacity of Field Officers	The ability of SG CSR field officers to serve and accommodate community needs related to CSR programs
Enterprise Acceptability	SG acceptance of input from the community for the implementation and improvement of the quality of CSR programs as needed
Budget Adequacy	The adequacy of CSR assistance received in helping to meet the priority of community development needs
Synergy Between Stakeholders	An excellent cooperative relationship with the government and society
Program Scope	A good cooperative relationship between villages and Semen Gresik Coverage of physical/environmental aspects in CSR programs Coverage of social aspects in CSR programs Coverage of economic aspects in CSR programs
Program Relevance	The suitability of the implementation of CSR programs with the needs of the environment and the community as beneficiaries
Program Benefits	Respondents feel the benefits of CSR programs

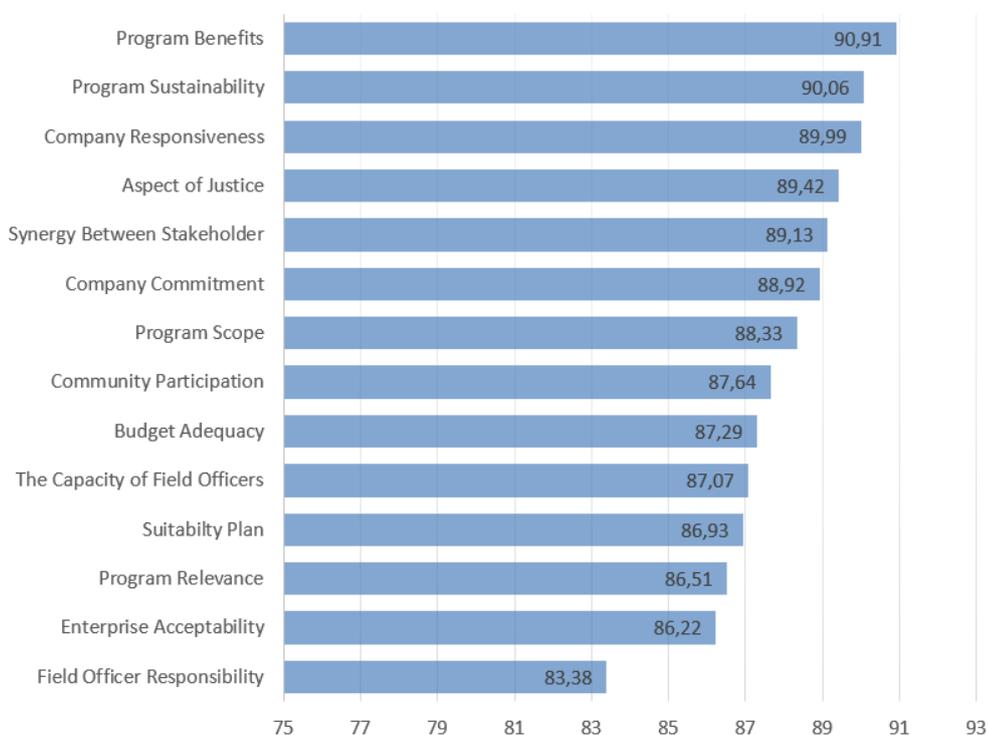


Figure 1 . The results of community satisfaction assessment

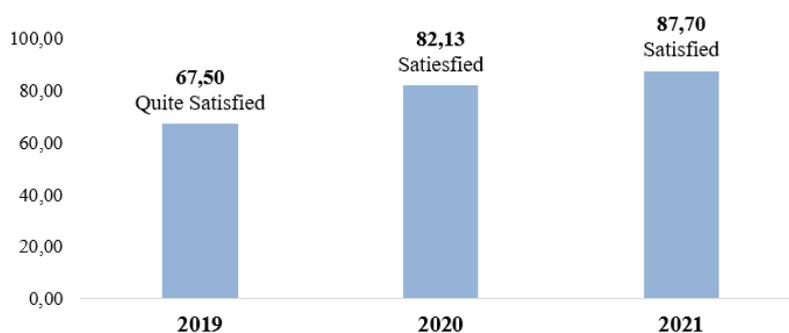


Figure 2 . The results of community satisfaction assessment

3.1 Program scope conformity

The scope of program implementation based on the assessment shows an increase in the value shown based on aspects of social, economic, and environmentally sustainable development in accordance with the Sustainable Development Goals. The value of program scope conformity aspects is shown in Figure 3.

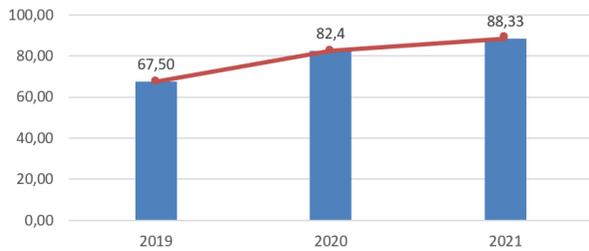


Figure 3 . The value of program scope conformity aspects

3.2 Aspects of program benefit

From the results of the assessment carried out, it shows that the usefulness of the programs implemented to solve problems related to problems that exist in the social, economic, and environmental sectors. The scope of the program in the social sector focuses on increasing community capacity, encouraging the community to be active in the development and involvement in programs, and increasing public awareness to have a learning culture. So that the community is able to manage. The value of program effectiveness aspects is shown in Figure 4.

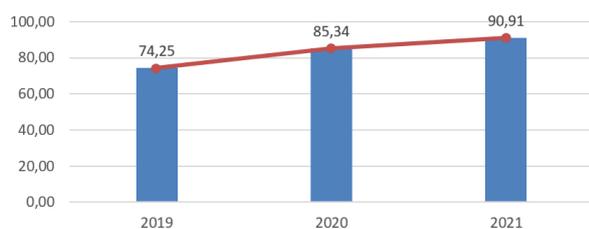


Figure 4 . The value of program effectiveness aspects

3.3 The relevance of the program to social problems

The assessment is carried out on the conformity between relevance to the social problems that exist around the company. The assessment looks at what has been completed in stages carried out within three years of program implementation implemented by the corporate social responsibility Semen Gresik Rembang Factory. The value of program relevance aspects is shown in Figure 5.

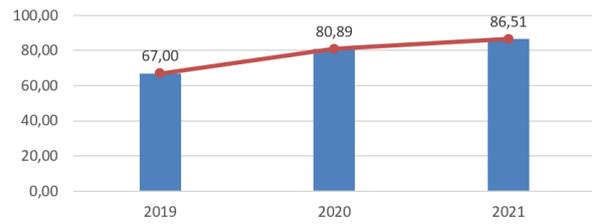


Figure 5 . The value of program relevance aspects

3.4 Community participation

Semen Gresik's task is to prepare and ensure the readiness of the community to participate in CSR activities. The community is already satisfied with the opportunity for community participation in implementing the Semen Gresik CSR program. Community participation also depends on the capacity of the community itself. The value of community participation aspects is shown in Figure 6.

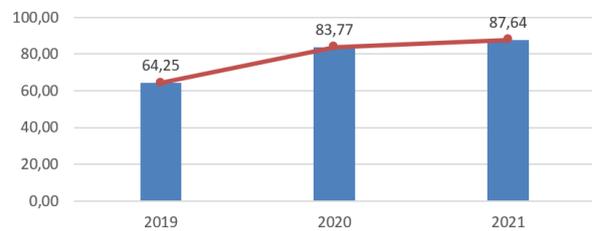


Figure 6 . The value of community participation aspects

The results of the assessment above show that the community is satisfied with the CSR program carried out by Semen Gresik Rembang Factory. It also shows that the CSR work program implemented is in accordance with the community to solve the problems faced, especially to achieve sustainable development in the Rembang Regency area. Each of the existing problems is solved with excellent CSR programs compiled by the company. The problem-solving program categories are shown in Table 6.

The process of involving the community around the Company in CSR activities is not only carried out at the implementation stage of the activity, but community involvement is also carried out since the identification of the social conditions of the community and the region, the planning process and visioning programs. It is hoped that the compiled CSR program can solve existing problems.

The results of the work of CSR programs that have been implemented to solve the problems that have occurred have achieved several outputs, as shown in Table 7.

These programs drove improvements which are described in the following.

- a. Changing people's perception of education's importance for survival and sustainable living. The high level of education opens up opportunities for the community to manage and develop their potential both at the level of

- each individual, family and in the surrounding environment.
- b. Community understanding is related to health, especially for children under five, pregnant women and a healthy, clean lifestyle in the family environment.
- c. Community understanding is related to increasing the yield of agricultural and plantation production with methods in accordance with geographical and existing soil conditions so that production yields can increase.
- d. Improving accessibility and affordability between regions for community mobility so that the distribution of production of existing resources can be done properly through proper access roads.
- e. Increase public awareness to open new jobs through the optimization of BUMDesa. BUMDesa is one of the business entities used to manage the potential that exists in the village and is one of the means to improve the village economy and provide community welfare.
- f. Increase people's independence and reduce their dependence on outsiders who continue to provide the community with practical and only money-oriented assistance. Such assistance has little impact when compared to providing programs that are able to shape the character of the community so that it has more impact on the survival of the community.
- g. Raising awareness to get married at a mature age, not at a young age that should be used to increase the potential and interest to support a better life in society through work and abilities in the next generation of the nation.
- h. Improving the health of pregnant women and toddlers who are malnourished due to low awareness to provide proper nutrition for the growth and development of the fetus and its toddlers. The mentoring activity was carried out by PKK cadre mothers with supervision from the village midwives, which stands for UPT Puskesmas (community health center) Gunem. These efforts are made to have a good impact so that they can change public perceptions regarding the importance of child health and pregnant women.

Table 6 . Problem-solving program categories (Direktorat Pengabdian kepada Masyarakat UGM, 2019)

Pillar	Problems	Work Program Categories
Social	<ol style="list-style-type: none"> 1. Unemployment 2. HR Capacity 3. Vertical Conflict 4. Involvement of Vulnerable Groups 5. Stunting of pregnant women Chronic Energy Deficiency (SEZ) 	<ol style="list-style-type: none"> 1. Underprivileged Scholarships for students and college students around the company. 2. SG Goes to School 3. SG <i>Sahabat Santri</i> 4. Friends of Art 5. SG Let's Optimize Nutrition 6. Semen Gresik Midwife 7. Construction of educational infrastructure
Economics	<ol style="list-style-type: none"> 1. Accessibility between regions 2. BUMDes Development 3. Surplus Living Culture 4. Independence 5. Poverty 	<ol style="list-style-type: none"> 1. Construction of village roads to improve the economy of villages and communities 2. Establishment of Civil Society Forum to improve infrastructure and the community's economy 3. Empowerment of livestock business investment with <i>Sahabat Ternak</i> Semen Gresik 4. Economic empowerment of the disabled group with SG <i>Sahabat Difabel</i> 5. Empowering Waroeng (small shops) Fostered by Semen Gresik
Milieu	<ol style="list-style-type: none"> 1. Availability of clean water 2. Utilization of agricultural land and plantations 3. Local food security 4. Utilization of home yards 5. Waste 6. Environmental greening 	<ol style="list-style-type: none"> 1. Integrated Agriculture, Plantation, Animal Husbandry and Fisheries (P4T) 2. Construction of embung (ponds) and edupark 3. Fulfilment of Infrastructure and clean water management 4. Yard Utilization and Local Food Development (P4L) 5. Garden greening

Table 7 . Problem-solving program categories (Direktorat Pengabdian kepada Masyarakat UGM, 2019)

Pillar	Work program	Achievements (based on research)
Social	1. Beasiswa Prasejahtera (Scholarships for the Underprivileged)	1. Providing tuition fee assistance to 408 students and students to study
	2. SG Goes to School	2. Providing industry insights about K3 to students of SMKN 1 Gunem
	3. SG Sahabat Santri (Santri's Friends)	3. Assisting in the construction of the workshop of SMKN 1 Gunem as a place for students to practice
	4. Sahabat Seni (Art Friends)	4. Accommodating the establishment of 10 TPQs for 508 students and 31 ustadz/ustadzah and providing teaching and learning equipment
	5. Village midwives	5. Assisting for the improvement of the quality of 40 young people who are active in art
	6. Educational infrastructure	6. Alleviating malnutrition of more than 20 children
	7. SG Ayo Optimalkan Gizi (Let's Optimize Nutrition)	7. Alleviating stunting that occurred in 170 toddlers
	8. Supporting village midwives to perform optimal services to the community	8. Supporting village midwives to perform optimal services to the community
Economics	1. FMM	1. Encouraging the establishment of FMM as a media/forum to improve community welfare in 6 villages around the company
	2. Construction of village roads	2. Assisting in the repair of village roads of more than 10,925 m for access to communities and farmers
	3. Sahabat difabel (The disabled's friends)	3. Providing assistance and education to farmers to develop livestock business for more than two years
	4. Sahabat Ternak (Animal Farmers' Friend) Semen Gresik	4. Assisting friends with disabilities in training to develop creativity and skills in an effort to improve their economy
	5. Waroeng Binaan (Fostered small shops)	5. Facilitating housewives and other communities around the company to develop food and beverage businesses within the Rembang Factory area through Waroeng Binaan so as to increase community independence
Environment	1. Clean water and piping project	1. Repairing clean water facilities and piping projects for 1,162 households around the company
	2. P4T	2. Building a 1.5 ha horticultural reservoir to facilitate community agriculture
	3. Construction of Embung and edupark	3. Build an edupark covering an area of 1.6 ha for the development of plantations, livestock, fisheries, biogas, and bio urine systems
	4. P4L	4. Developing 4 ha of horticultural plantation land and 31.5 ha of IPPKH land owned by Semen Indonesia to improve agriculture and community plantations
	5. Park greening	5. Accommodating the implementation of P4L activities in 6 villages around the company through the provision of media and plant seeds and assisting the community in management and marketing
		6. Developing Pandansili Park together with BUMDesa Kadiwono for tourism activities

4. CONCLUSION

The CSR programs implemented by Semen Gresik Rembang Factory to solve social, economic, and environmental issues in villages around the company can be seen in the results of the community satisfaction

analysis. Although it has not been fully completed in a short time, the three-year processes carried out in order to improve the welfare of the community to provide benefits gradually had been in accordance with the principle of sustainable development with

community involvement in the implementation of activities.

The improvement of CSR programs implemented by Semen Gresik Rembang Factory is in line with the positive impact on the community and contributes to solving existing problems. Through these programs, Semen Gresik Rembang Factory contributes to the changes in society. The program's sustainability is very likely to occur because the activities carried out are in accordance with the conditions and needs of the community, both now and in the future. This can be seen from the satisfaction and acceptance of the community towards CSR programs, whose value continues to increase every year.

Community involvement includes proof of certainty or promises and partnerships carried out in several activities. The involvement of activities is not only carried out by stakeholders around the company but also involves the community in planning activities that are in accordance with the scope of problems in villages around the company. The implementation and monitoring process is also carried out by asking for community opinions about the program's implementation. Such involvement can be increased to the highest level of participation, namely the community's delegation of power and control of programs.

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